

ORDER

Orders

Order / Rev: 211384

Alt Order #: _____

Product Desc: TONY THURMOND FOR SPI/CMS 3968

Estimate: 2089 5/14-5/20/2018

Flight Dates: 05/14/18 - 05/20/18

Original Date / Rev: 05/02/18 / 05/02/18

Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade

Sales Office: N-PH

Sales Region: National

Agency

Name: Sadler Strategic Media

Buying Contact: _____

Billing Contact: _____

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type: Trade

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 0%

Advertiser

Name: Tony Thurmond for Superintendent of

Demographic: A35+

Product Codes: Local/State Candidate

Priority: P-03

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

New Business Thru: _____

Order Separation: 00:20:00

Advertiser External ID: _____

Agency External ID: _____

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/20/18	38	\$17,000.00	\$17,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	38	\$17,000.00	\$17,000.00	0.00
Totals	38	\$17,000.00	\$17,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGO-TV	30%	\$17,000.00
Market	100%	\$56,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$5,666.67
KNTV	20%	\$11,333.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$5,666.67
KTVU	30%	\$17,000.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	KGO	05/14/18	05/20/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	11111--	:30	5	\$100.00	P-03	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 05/14/18		05/20/18	1-1-1--				3			\$100.00		0.00			

Order / Rev: 211384
 Alt Order #:
 Flight Dates: 05/14/18 - 05/20/18

Advertiser: Tony Thurmond for Superintendent of Pu
 Product Desc: TONY THURMOND FOR SPI/CMS 3968
 Estimate: 2089 5/14-5/20/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1-1-1--			3		\$100.00			0.00			
N30	KGO	05/14/18	05/20/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	11111--	:30	5	\$350.00	P-03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-1-11--			3		\$350.00			0.00			
N31	KGO	05/14/18	05/20/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	21212--	:30	8	\$400.00	P-03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-1111--			4		\$400.00			0.00			
N35	KGO	05/14/18	05/20/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	111-1--	:30	4	\$200.00	P-03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1-1-1--			3		\$200.00			0.00			
N36	KGO	05/14/18	05/20/18	5p-530p News M-F ABC7 5p News	CM	Cc 5p-530p	-1111--	:30	4	\$450.00	P-03	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11-1---			3		\$450.00			0.00			
N38	KGO	05/14/18	05/20/18	6p-7p News M-F ABC7 6p News	CM	Cc 6p-7p	11111--	:30	5	\$500.00	P-03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1--11--			3		\$500.00			0.00			
N40	KGO	05/14/18	05/20/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1111---	:30	4	\$900.00	P-03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--1-1--			2		\$900.00			0.00			
N41	KGO	05/14/18	05/20/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	-1111--	:30	4	\$900.00	P-03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1-1----			2		\$900.00			0.00			
N45	KGO	05/14/18	05/20/18	11p-1135p Late News M-F ABC7 11p News	CM	Cc 11p-1135p	11111--	:30	5	\$800.00	P-03	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-111-1-			4		\$800.00			0.00			
N47	KGO	05/14/18	05/20/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	11-11--	:30	4	\$400.00	P-03	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-11-1--			3		\$400.00			0.00			
N48	KGO	05/14/18	05/20/18	Nightline 1237a-107a M-F M-F 1237a-107a	CM	Cc 1237a-107a	111-1--	:30	4	\$200.00	P-03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1--1---			2		\$200.00			0.00			
N50	KGO	05/14/18	05/20/18	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 5:58 AM-9:00 AM (5:58 AM-9:00 AM)	-----11	:30	2	\$150.00	P-04	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-----11			2		\$150.00			0.00			
N52	KGO	05/14/18	05/20/18	1135p-12a News Extra ABC7 1135p News	CM	Cc 1135p-12a	-----11	:30	2	\$400.00	P-03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1			1		\$400.00			0.00			
N53	KGO	05/14/18	05/20/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	-----1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1			1		\$1,000.00			0.00			
N54	KGO	05/14/18	05/20/18	9a-10a News Su ABC7 9a News	CM	Cc 9a-10a	-----1	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1			1		\$200.00			0.00			
N55	KGO	05/14/18	05/20/18		CM	Cc 630p-7p		:30	1	\$300.00	P-03	0.00	NM	1	\$300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Bay Area Life 630p-7p Su			-----1								
				Su 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/14/18	05/20/18	-----1	1	\$300.00	0.00								
													Totals	38	\$17,000.00